AI vs Traditional Digital Marketing: Which Delivers Better Results?

Reaching the right people at the right time has always been the goal of marketing. Whether artificial intelligence does that task more effectively than the conventional digital techniques we've been using for years is currently up for dispute.

Email campaigns, planned social media postings, Google Ads, and SEO tactics are examples of traditional digital marketing that is still effective. When done correctly, it yields consistent results, is understood by marketers, and is trusted by clients. It's a familiar process: conduct audience research, develop a message, launch the campaign, analyze the results, and repeat.

However, AI marketing takes that cycle and significantly accelerates it. It makes judgments that would take a human team hours to make, anticipates what customers want before they even search for it, analyzes customer behavior in real time, and personalizes information at scale. Predictive analytics, AI-generated copy, and smart bidding are examples of tools that have transformed what is feasible, particularly for companies with massive data sets.

In all honesty, though, neither strategy succeeds completely on its own.
AI is strong, but it requires human judgment, strategy, and creativity to be guided. Conventional techniques are dependable, but they fall short of AI's speed and accuracy. Today's most astute marketers combine the two rather than picking just one.